

Influence of Emotional Buying Behaviour on FMCG Products: A Case Study on Patanjali Products in Srikakulam District, AP.

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Abstract

Emotional marketing for gaining competitive advantage and emotional association between the product and the customers has been tremendously employed by the companies is trending today. Several companies pertaining to Fast Moving Consumer Goods track the emotional traits matched up with their products for the value added promotion. The emotional factors influencing purchase behaviour of the consumers are varying for different industries and products as well. In retrospection with past researches, this study focuses on how the specific and selected emotional elements of well-being, Uniqueness, Security, Belongingness and Environmental protection influence on the buying behaviour of Patanjali FMCG products. The incredible growth in the shortest time of Patanjali products being carried forward through several promotion mix amalgamated with emotional bonding is the basic reason for the study. The objectives set are aimed to assume the analysis between five independent variables of emotional marketing elements and their influence on buying behaviour. Qualitative and quantitative research with exploratory and descriptive approaches through collecting data by both primary and secondary research was taken up to survey 447 consumers of Patanjali products at Srikakulam town in Andhrapradesh. The sampling technique used was simple random and the data collected through self-administered questionnaire by using Likert five scale and inferences were calculated through SPSS 20. The analysis has been carried out through the lence of ANOVA test and the conclusions backed up with inferences and hypotheses testing have escorted a path to certain recommendations of improvements in line with price setting, universal coverage, organic packaging etc. This paper explains the influence of emotional marketing elements on the buying behaviour of consumers using Patanjali products.

Key words: Emotional Marketing, Well-being, Uniqueness, Security, Belongingness, Environment

I. Introduction:

Emotion is a necessary ingredient to the decisions in confrontation with previous and related experiences affix values to the options that we consider. Consumers initially apply emotions amalgamated with personal feelings and experiences rather than the information of the product such as brand attributes, features and facts many researchers state that the emotional response of a consumer has a greater influence on the decision making to buy a product. The positive emotions towards a brand in association with consumer loyalty are found more than the trust and other judgments. Marketers have developed ample theories about consumer behaviour which are found to be impractical by viewing consumer through the lence of the product (Peter Noel Murray, 2013)

According to Dan Baum (2017), the use of emotions in marketing have been encountered with positive content verses negative content with the emotions of happiness and sad, afraid/surprised and angry/disgusted which enable us to survive against adversity

Patanjali Ayurved Limited is an Indian FMCG company which manufactures mineral and herbal products. Patanjali Ayurved sells through nearly 4,700 retail outlets as of May 2016 Patanjali also sells its products online and is planning to open outlets at railway stations and airports. As per the tie-up with Future Group, all the consumer products of Patanjali will be available for the direct sale in Future Group outlets. Patanjali Ayurvedic products are also available in modern trade stores including Reliance retail, hyper city and Star Bazaar apart from online channels.

Patanjali is said to be the fastest growing company with the turnover of 10,000 cores and is competing with a lot of multinational companies by setting many records such as establishing 47,000 retail stores, 1000 products , 1500 formers to supply the raw material , 1000 acres of land , 30 factories and 10 products being exported etc. Now the availability of Patanjali products has been extended to the organizations such as Bigbazar and Reliance and aimed to achieve 20,000 cores in this year. It achieved the revolutionary growth of 1011% last year which a far way away to the competitors.

Patanjali Ayurved has also started its FMCG expansion in form of dealership and distributorship channels across the country and expects wider growth in overseas distribution as well. A two-stage distribution strategy in general trade followed by Patanjali are creating a strong alternative distribution system for demand creation and building word-of-mouth advocates and pivot to general trade once a sizeable consumer base is generated.

Marketing through spirituality affects the consumption behavior of people for which many spiritual organizations are launching and selling their own products for the customers to capture the market. Most of the customers believe that the spiritual concept of producing and marketing the products will be more qualitative in terms of processing, composition, hygienic and contraindications. The product lines developed by Patanjali impressed the customers to have a feeling of emotional bond and heart share while purchasing and using the products.

This research has found many emotional traits that influence to market FMCG products while purchasing behaviour being explored by all kinds of consumers. Majorly influenced factors have been considered to buy Patanjali products are the Sense of well being, Uniqueness, Security, Belongingness and Environmental friendly. The gap which has been found is compensated by the above stated variables which are connected to the emotional decision making made by the customers. According to GALLUPS survey on customers purchase behavior 80% of purchase decision is emotional and only the remaining 20% is logical. Hence the researcher tried to find the logical decision for emotional buying behaviour

The study has led the relationship between the independent variables towards decision making to buy Patanjali products. The reason for the attachment of emotional buying behaviour to Patanjali products is because of most of the consumers are found to be much interested to buy the same products with different emotional properties. The requirements of consumers in line with emotional decision making while purchasing are the purity of the product, rarely available product, the product without side effects, the product which recommends their lifestyle and harmless to environment.

II. Objectives:

1. To understand how emotional marketing influences the buying behaviour with respect to Patanjali products.
2. To analyse how Sense of well being, Uniqueness, Security, Belongingness and Environmental friendliness influence buying behaviour with respect to Patanjali products.

➤ Hypotheses:

1. The Sense of well being has positive significance on buying behaviour.
2. Uniqueness has positive significance on buying behaviour.
3. Security has positive significance on buying behaviour.
4. Belongingness has positive significance on buying behaviour.
5. Environmental friendliness has positive significance on buying behaviour.

III. Methodology:

The researcher has used the mixed approach of qualitative and quantitative research with exploratory and descriptive approaches through collecting data by both primary and secondary research. The target population is consumers of Patanjali products at Srikakulam Town in Andhrapradesh. The sampling technique used is simple random and the size is determined with statistical properties as 447. Self-administered questionnaire by using Likert five scale modeled items has been prepared. Validity test (Content validity ratio, Construct validity) and Reliability test have also been conducted and found standardized. The data was collected through cross sectional and multi stage sampling and inferences were calculated through SPSS 20.

IV. Literature review:

Rodger B Price (2006) in his article “the marketing power of emotions” states that the power of emotions can yield extraordinary results in achieving competitive business advantages. The author points out those emotions have been with us since the dawn of civilization and are hardwired in our brains.

K Sangeetha (September 2006) in her article “emotional marketing” states that for gaining competitive advantage emotional association between the product and the customers is very important.

Jyothi R Javalgi (2006) in her article stated “emotional marketing bonding customers emotionally tells about the emotional effects of the shopping environment”.

The concept of postmodernist marketing (Brown 1993, Firat 1991) covers management of the needs and wants of the new type of consumer through symbols and their meanings, which are used to shape the consumer's needs on socio-emotional grounds.

It should be noted that the importance of satisfying psychological consumer needs in market exchange is disclosed by the following different theories: *the hedonistic theory*, which says, according to R. B. Brandt (1998), that the consumer is motivated to buy /consume by only those qualities of exchange or exchanged object which give pleasure; the *pluralist value theory*, which denies the fact that the consumer's desire is based on the rationally perceived want because desire as such is not a rational spring (Richardson 1990).

Growing significance of emotional needs in the consumption environment is conveyed as the basic prerequisite, which naturally calls for defining a new *emotional marketing concept*. The key assumptions for the formation of the new marketing concept are examined from the *social values aspect* characteristic of contemporary society (R. B. Brandt (1998). The importance of creating emotional link naturally calls for a new approach to exchange, focusing on the emotional qualities of brands, which, referring to J. Baudrillard (2002) reveal themselves as a hyper reality phenomenon in the culture of consumption. Based on what was said, the concept of emotional marketing can be defined as the “*marketing concept whose principles are devoted to developing and supporting the socio emotional relation with the consumer on the market*”

The importance of emotional needs on the market can be examined with reference to J. Habermas' (1987, 2002) viewpoint to the individual world of living, which is constructed by the individual as proactive *player in communication*.

Conducted analysis of scientific literature (Firat and Venkatesh 1995; Goulding 2000; Nooteboom 1992; Thompson and Troester 2002) has revealed the following characteristic value-based attitudes of consumers in the postmodern era:

1. The value of the actually existing object in semantic meanings, which enable each individual to interpret the products/services expressed in symbols based on their level of knowledge, experience and erudition.
2. The value of external objects in emotional forms, creating value for the consumer by satisfying their characteristic psycho symbolic needs.

In the contemporary market conventional movements and actions of daily life are presented as fascinating and tempting, products are readily introduced with their defined roles and style, and even the difference in opinions and critique are merchandised and sold (Brown 1993; Firat *et al.* 1995; Firat and Dholakia 2003; Brown 1997).

For Descartes (1989), emotions were a series of automatisms and human behaviors different than cognitive processes. Descartes isn't only known for his dualism between spirit and body, between intangible mind and brain but also for the separation between reason and emotion.

According to Osgood (1975), an emotion consists of a set of stages: stimulus (neural and chemical changes), appraisal and action readiness. Stimuli that cause emotional processes are of three basic types: events, agents and objects corresponding to three classes of emotions: satisfied/unsatisfied (reactions to events), approve/disapprove (reaction to agents), appreciate/depreciate (reaction to objects).

The emotional stimuli are simultaneously sent from the thalamus to the associative cortex, where they are processed in a slower but more refined way. At this point, according to the assessment, a type of response, considered most appropriate to the situation, is given. (Aharonson, V., Nehmadi, N., and Messer, H., 2007)

Robert Plutchik (1997), affirms that basic emotions are eight, divided into four couples: anger and fear, sadness and joy, surprise and the waiting, disgust and acceptance. Zammuner considers the followings basic emotions: joy, love, peace, compassion, anxiety, boredom, sadness, surprise, fear and anger (Zammuner, V.L., 1998)

Bindu et al. [9], in their model of emotions recognition from facial expressions, have classified 22 emotions: Happy, Pride, Enthusiasm, Joy, Love, Tenderness, Ecstasy, Lust, Surprise, Conformity, Boredom, Indifference, Disgust, Fear, Revenge, Rage, Sadness, Hate, Grief, Shame, Sorrow, Anger. From these primary emotions it is possible arise others complex emotions: cheer, shame, anxiety, resignation, jealousy, hope, forgiveness, offense, nostalgia, remorse and disappointment (Bindu, M.H. Gupta, P. Tiwary, 2007)

The psychologist Paul Ekman (2007), take in considerations six basic emotions: fear, anger, sadness, surprise, happiness, disgust. Ekman has confirmed that an important feature of basic emotions is that they are universally expressed, by everybody in any place, time and culture, through similar methods.

Emotions give an immediate response that often doesn't use cognitive processes and conscious elaboration and sometimes they have an effect on cognitive aspects as concentration ability, confusion, loss of consciousness, alert and so on. This is what is asserted in evaluation theory, in which cognitive appraisal is the true cause of emotions (Jarrold W. L., 2004).

High-Impact Motivators:-

Hundreds of "emotional motivators" drive consumer behavior. Below are the identified factors which are assumed to be significantly affect customer value across the category selected for the present study.

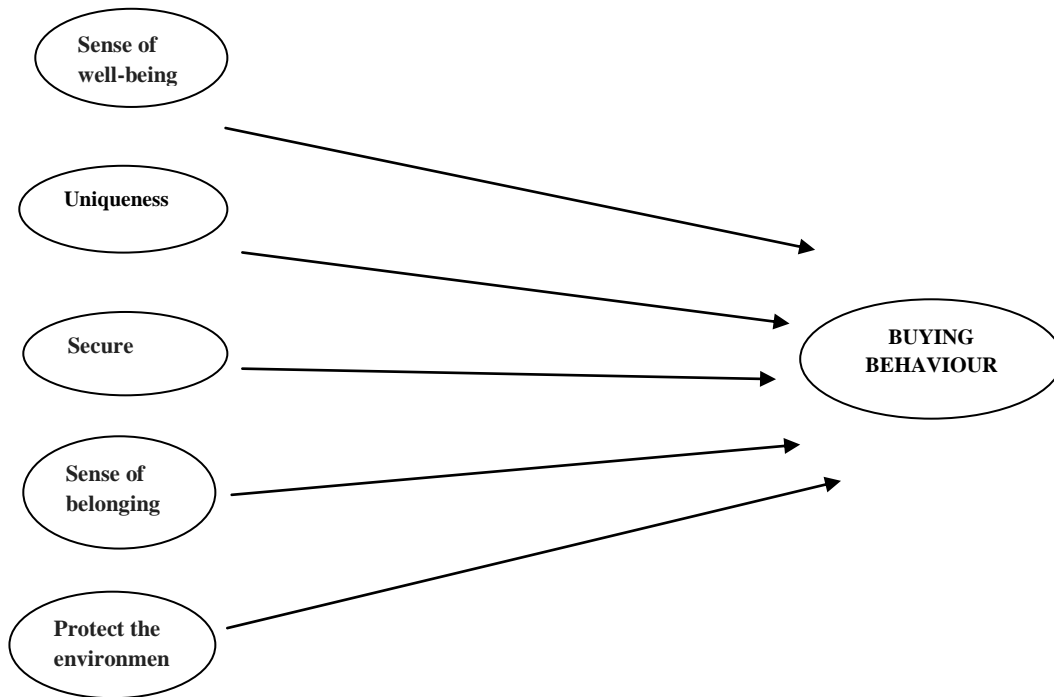
inspired by a desire to:	Brands can leverage this motivator by helping customers:
Enjoy a sense of well-being	Feel that life measures up to expectations and that balance has been achieved; seek a stress-free state without conflicts or threats
Stand out from the crowd	Project a unique social identity; be seen as special
Feel secure	Believe that what they have today will be there tomorrow; pursue goals and dreams without worry
Feel a sense of belonging	Have an affiliation with people they relate to or aspire to be like; feel part of a group
Protect the environment	Sustain the belief that the environment is sacred; take action to improve their surroundings

SOURCE SCOTT MAGIDS, ALAN ZORFAS, AND DANIEL LEEMON

FROM "THE NEW SCIENCE OF CUSTOMER EMOTIONS," NOVEMBER 2015

The appropriate related and influencing traits as stated in the above table from the above source matched to the present study taken as independent variables representing emotional elements i.e. Sense of well being, Uniqueness, Security, Belongingness and Environmental friendliness which are assumed to influence the dependent variable buying behavior

Conceptual framework:



Analysis and Hypotheses Testing

Table : 4.2.1 ANOVA – Desires and Purchases						
inspired by a desire inspired by a desire		Sum of Squares	df	Mean Square	F	Sig.
Enjoy a sense of well-being	Between Groups	9.170	1	9.170	11.399	.001
	Within Groups	358.794	446	.804		
	Total	367.964	447			
Stand out from the crowd	Between Groups	.456	1	.456	2.433	.120
	Within Groups	83.544	446	.187		
	Total	84.000	447			
Feel secure	Between Groups	7.085	1	7.085	14.455	.001
	Within Groups	218.594	446	.490		
	Total	225.679	447			
Feel a sense of belonging	Between Groups	6.384	1	6.384	2.922	.088
	Within Groups	974.607	446	2.185		
	Total	980.991	447			
Protect the environment	Between Groups	24.572	1	24.572	1.502	.221
	Within Groups	7294.622	446	16.356		
	Total	7319.194	447			

*Sig. at 0.05 percent level

H1: *The Sense of well being has positive significance on buying behaviour. So the hypothesis is **ACCEPTED**.*

Sense of well being: The above ANOVA result related to Age revealed that $p < 0.05$ ($p = 0.001$) where $F = 11.399$. So it can be drawn that there is a significant influence of the sense of well being on buying behaviour of consumers. So that it can be understood that the importance of well being is related with no conflicts or threats from the products and most feel that the products quality reaches the expectations and provides the state of a stress-free behaviour.

H2: Uniqueness *has positive significance on buying behaviour. So the hypothesis is **REJECTED**.*

Uniqueness: The above ANOVA result revealed that $p > 0.05$ ($p = 0.120$) where $F = 2.433$. So it is observed that Uniqueness has no positive significance on buying behaviour. Hence it is found that the customers do not take the product categories of Patanjali as exceptional which is also assumed to be a feeling that the so called competitors such as Dabur India Ltd., HUL, EMANI, Godrej Consumer, Himalaya etc., produce the same kind and composition.

H3: Security *has positive significance on buying behaviour. So the hypothesis is **ACCEPTED**.*

Security: An ANOVA result revealed that $p < 0.05$ (0.001) where $F = 14.445$. It is observed that the element security has significant influence on buying behaviour. Hence we can understand that the customers feel so much secured and believe that what kind of products they buy today will be consistent enough to satisfy their needs. Security in terms of price, product and distribution consistency live up to their expectations.

H4: Belongingness *has positive significance on buying behaviour. So the hypothesis is **ACCEPTED**.*

Sense of belonging: An ANOVA result revealed that $p > 0.05$ (0.088) where $F = 2.922$. Hence it can be understood that the emotional element called belongingness has a significant influence on buying behavior. It can also be drawn that the touch of spirituality through organic, purified and uncompromised quality in connection with health and holiness which leads to be more pragmatic towards its growth.

H5: Environmental friendliness *has positive significance on buying behavior. So the hypothesis is **REJECTED***

Environmental friendliness: An ANOVA result revealed that $p > 0.05$ ($p = 0.221$) where $F = 1.502$. It is observed that the consumers' emotion on environmental protection with respect to the consumption of Patanjali products do not have significant influence on their buying behavior. Hence it can be understood that the consumers in fact do not care the environmental protection while either buying the product or using the product or else at the time of disposal.

VI. Conclusions:

- In general consumers of FMCG most of the times are in confusion about the quality of the product. With the significance of well being nature of feeling touch towards buying behaviour reveals that the emotional trait on the quality associations especially the composition in line with organic contents is being considered as one of the very important element by consumers. Patanjali is primarily promotes its products at the stand point of ayurvedic base which catches the fancy of the consumers.
- Unique selling proposition is task for every company for its feasibility cannot be easily captivated. Intern consumers can have all the maximum possible chances to select the product category for the markets nature stands with monopolistic conditions. Because of the same reason consumers may not feel, and believe the uniqueness in any company of FMCG provided the benefit of the product is well exposed and accepted by majority. Patanjali being considered as the fastest and most successful company is trending today not with its uniqueness but with its policy and strategy especially while promoting the product by reputed personality
- Fast moving consumer goods are meant to be continues, consistent and reliable. Trust on the products that leads to loyalty with heart share of consumers can we accumulated with the kind of emotional trait called security where the consumers determine that the product of yesterday, today, tomorrow is either the same or upgraded time to time. Patanjali is one of the best examples has shown incredible growth with respect to increasing product mix, quality and distribution so as the consumers repeatedly buy the products which is well proven in the analysis.
- Love on products is caused by the emotional bonding of consumers for the superlative satisfaction they get with the products. Indian consumers generally are sentimental enough with every object that

they come across. And the products that they use are well attached with their emotional properties. Patanjali, beside its own promotional activities, gains a lot from the positive word of mouth communications by its consumers for the only reason that the belongingness is above the mark.

➤ Every FMCG company takes at most concern on environment at production level but at the time of distribution and disposal they cannot extend their concentration to the end of its supply chain. The packaging formulations of post usage and how they harm the environment through pollution is completely ignored by the consumers but the consideration on the primary, secondary and shipping packaging in line with identity, attraction and safety is found existed and less scared about environment and actions to improve the surroundings .

VII. Recommendations:

1. As Patanjali products are meant for ethnic, organic and not chemically produced the well being is well established besides it can also look into the pricing strategies by setting and fixing the price lower in order to gain more sympathy and loyalty by low class and below average categories of customers
2. Patanjali has approximately 200 research scientist to formulate new products to come into the market but the innovation in terms of purity and organic is much highlighted rather than inventions. A very few attempts have been made to achieve unique selling propositions through product inventions.
3. Though people feel secured about the products' existence is quite consistent, the company may keen on the distribution and universal coverage of its products ranged up to 1000 in number. There have been many complaints on the availability of required products in the franchise and other stores also and the customers feel discouraged. The other retailers have also certain complaints such as low commission and return goods which may be carried out to be smoothly and directly influencing buying behavior.
4. The company may also concentrate on positioning the product with respect to the nature and specific utilization of every product exclusively rather than the common phenomenon of organic and purity. The consumers may have the chances to terminate the common traits from their emotional mind but irresistible and exceptional promotion of the product with specific features can carry a lot to belongingness
5. Company may concentrate on the products of the post usage. Products packed with recycled material are harmful to the consumers as well as environment. The company may take the issue of packing formulations into consideration in the way of using harmless packing material while using and at disposal as well.

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